

**SYSTEM AND METHOD FOR FORMING A PATTERN  
ON PLAIN OR HOLOGRAPHIC METALLIZED FILM  
AND HOT STAMP FOIL**

**Abstract of the Disclosure**

The system and method of the present invention forms an item specific pattern on a plain or holographic metallized film or hot stamp foil,  
5 including an embossed substrate with or without holograms. An ink jet printhead includes a plurality of ink jet channels and respective ink jets that receive one of etchant or etchant-resistant mask material for ejecting etchant or etchant-resistant mask  
10 material through the respective ink jets onto a metallized surface of the metallized film or hot stamp foil. A controller individually and digitally controls the ejection of etchant or etchant-resistant mask material in a programmed manner for ink jet printing on  
15 the metallized surface a unique pattern of etchant or etchant-resistant mask. Etchant etches the metallized surface into an item specific pattern by the ink jet printed etchant or subsequently applied etchant that exposes the metallized surface devoid of the etchant-  
20 resistant mask.